

**DEPARTMENT OF THE ARMY
HEADQUARTERS TASK FORCE RUSHMORE
KABUL BASE CLUSTER
UNITED STATES FORCES AFGHANISTAN
CAMP PHOENIX, AFGHANISTAN
APO AE 09320**

REPLY TO
ATTENTION OF

USFOR-A-TFR-PAO

20 January 2011

MEMORANDUM FOR RECORD

SUBJECT: KBC Insider mission statement

1. The KBC Insider is the official publication of the Kabul Base Cluster Installation Command produced by Task Force Rushmore's 196th Maneuver Enhancement Brigade Public Affairs Office. The KBC Insider's mission is to provide quality, command information to nearly 9,000 Soldiers, Airmen, Sailors and Marines stationed throughout 11 U.S. and coalition military installations of the Kabul Base Cluster in the capital city of Kabul, Afghanistan. Our goal is to tell the story of the servicemembers, their units and their mission in support of Operation Enduring Freedom. We are focused on highlighting the successes of all U.S. military service branches and coalition forces operating in the Regional Command – Capital area of responsibility, and to communicate their efforts in supporting the Government of the Islamic Republic of Afghanistan towards transitioning into a secure and stable government.

2. The editor of the KBC Insider is SGT Rebecca Linder at 318-237-2063.

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CPT Anthony Deiss
Public Affairs Officer

ANTHONY A. DEISS
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KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION
CATEGORY (A-D)
INTERNAL INFORMATION OUTLINE

KBC Insider
Camp Phoenix
APO AE 09320

Production/Circulation:

The KBC Insider publication is a 20-page newsletter produced monthly and printed internally by the Kabul Base Cluster Installation Command, Task Force Rushmore, 196th Maneuver Enhancement Brigade at Camp Phoenix in Kabul, Afghanistan, with a circulation of 9,000 distributed in and around 11 military installations in the Regional Command – Capital area of responsibility.

Audience Demographics:

The KBC Insider is produced for the U.S. Soldiers, Airmen, Sailors, Marines, DoD and civilian contractors stationed within the Kabul Base Cluster Installation Command within the Regional Command – Capital area of responsibility. The mission of the KBC is to provide installation management support to U.S. and coalition forces that work to train and mentor Afghan National Security Forces.

Information Strategy:

The different directorates and support sections of the Kabul Base Cluster Installation Command take up much of the content of the KBC Insider and provide the focus of magazine to supporting the service members, tenant units and base operations and infrastructure of the Kabul Base Cluster. Additionally, the secondary focus of the publication is to highlight the missions of the tenant units of the KBC with additional emphasis on humanitarian missions and partnership and development with Afghan National Security Forces.

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